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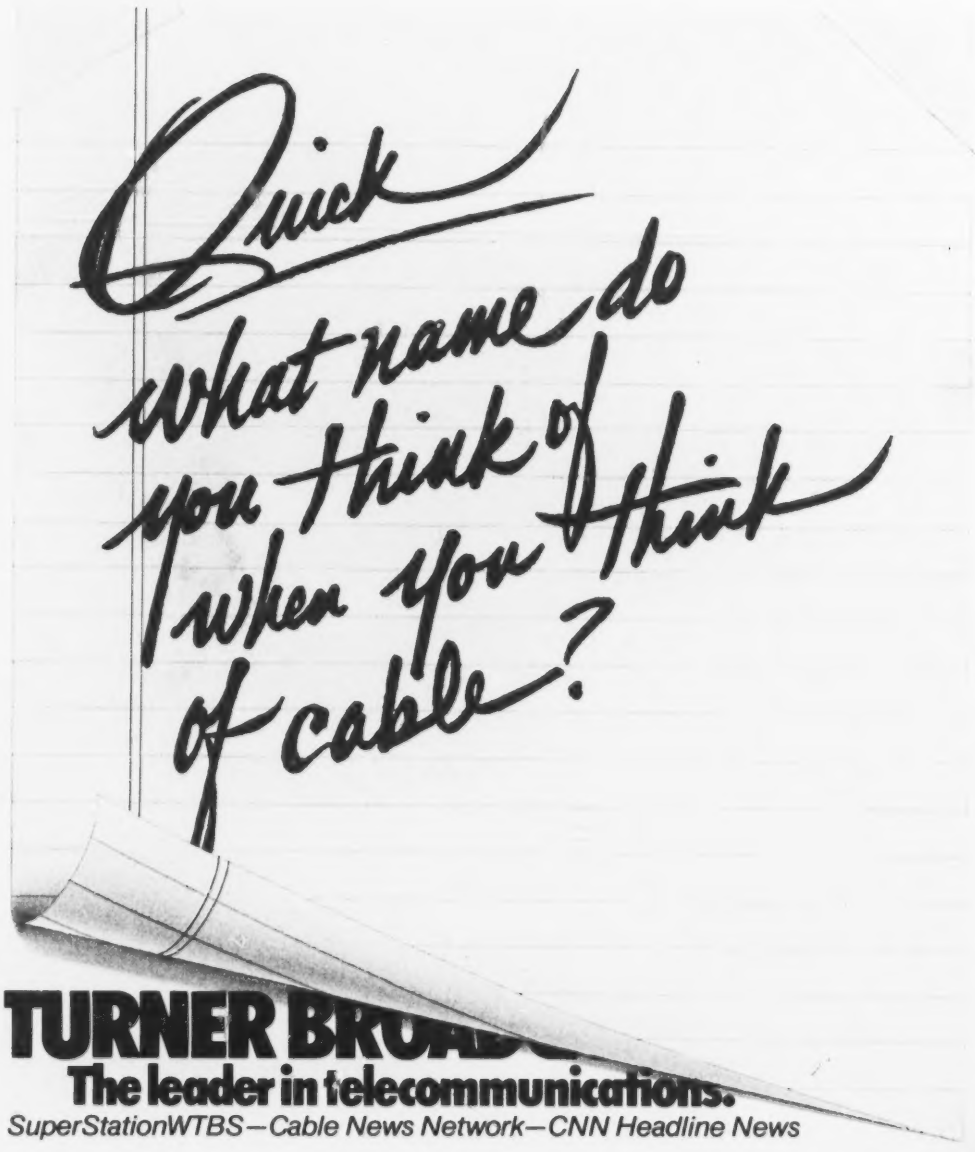
The Fifth Estate

Broadcasting Nov 21



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Vol. 105 No. 21

Broadcasting Nov 21

ABC makes television history with 'The Day After' □ Alberto-Culver brings major lawsuit against broadcasters □ Fowler punts on fin-syn □

DAY AFTER □ ABC's movie on nuclear attack in Kansas draws hype, criticism and tens of millions of viewers. **PAGE 23.**

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CLEAR PATH □ Fowler tells Senate FCC will lay off changing financial interest and syndication rules for six months to allow the parties involved to negotiate a settlement. **PAGE 26.**

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LIBRARIAN'S TOUCH □ Catharine Heinz, head of the Broadcast Pioneers Library, has spent the better part of 12 years gathering information and memorabilia from broadcasting's past. **PAGE 87.**

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'Playboy' program for commercial TV

Syndicated weekly show will contain excerpts from cable channel and some original programing, but no nudity

A Taste of Playboy, a one-hour weekly magazine containing excerpts from the Playboy Channel cable network plus some original material, is being proposed for first-run syndication on commercial televison, starting in January. As of last Wednesday, 40 stations, including Metromedia's KTTV(TV) Los Angeles, Gaylord Broadcasting's KHTV(TV) Houston, WATL-TV Atlanta and WCLQ-TV Cleveland had cleared the program, which is being distributed on a barter basis by Los Angeles-based syndicator, Silverbach-Lazarus Group.

To be produced by Playboy Productions, the program would include music, comedy, celebrity interviews and such features as the Playmate Playoffs and photographing of the Playmate of the Month for *Playboy* magazine. Neither nudity nor explicit language would be used, and, although sex would often be the theme, the program, according to broadcasters who have seen its one-hour pilot, has been packaged in a manner suitable for late-night television.

Silverbach-Lazarus, which also represents Playboy Enterprises in the sale of videocassette rights in overseas markets, initially tried to launch *A Taste of Playboy* last summer, but pulled back, according to company Chairman Alan Silverbach, when it failed to clear enough stations for a September start.

Now, with a completed pilot but no clearances yet in the key New York and Chicago markets, the company is not sure whether it will go ahead with a January launch or recommend that Playboy Enterprises wait for a launch next fall.

Stations are being offered 13 episodes and 13 repeats, with five minutes reserved for national advertising and seven left open for local sales. If the program is a success on the air, a bigger package of original episodes could be offered for the new season next fall, according to Silverbach.

Most stations that have cleared *A Taste of*

'Chiefs' leads CBS to victory

Part one of its six-hour mini-series, ***Chiefs***, and strong performances by some of its regular series gave CBS-TV its highest weekly ratings average, as well as its biggest lead over the other two networks, so far this season, for the week ending Sunday, Nov. 13. In a photo finish for second place, NBC-TV captured a lead of one-tenth of a share point over ABC-TV, averaging its highest weekly rating so far this season and, for the first time since summer, breaking out of its typical last-place position.

Averaging a 19.6 rating/29.9 share, CBS finished the week 3.3 ratings points ahead of both NBC (16.3/24.9) and ABC (16.3/24.8), according to A.C. Nielsen's National Television Index. CBS aired the top five programs and seven of the top 10, winning Tuesday, Thursday, Friday and Sunday. ABC won Wednesday and Saturday, while NBC won Monday and nearly tied ABC for second on Friday and Sunday.

For the seven-week-old season overall, CBS's lead is now six-tenths of a rating point and a full share point over ABC's 17.4/28 and nearly three rating points ahead of NBC's 15.3/24. CBS was also ahead for the first 12 days of November local ratings sweeps, with an 18.8 rating to ABC's 17.1 and NBC's 15.2 The three-network rating for week seven was up from a 51.1 for the same week a year ago to 52.2, while the combined share was down, from an 81.1 to a 79.6.

With a one-hour special, ***TV's Greatest Censored Commercial Bloopers*** (24/34) as the lead-in to its Monday night movie, part two of the four-hour mini-series, ***Princess Daisy*** (21.2/32), NBC finished the night with a five-rating point lead over CBS's regular series lineup (17/24.9), which has come in first on five out of seven Monday nights this season. ABC's ***Monday Night Football***, a contest between the New York Giants and Detroit Lions (17.2/29), and ***That's Incredible*** (12.6/18) left ABC in third for the night (16.7/24.2).

After three consecutive Tuesday-night wins, NBC came in second on that night (16.5/25.4) with its series, ***Remington Steele*** (16.3/24) and ***Bay City Blues*** (8.5/14), victims of CBS's made-for-TV movie, ***Two Kinds of Love*** (19.2/30). ***Bay City Blues*** continued its decline, from a premiere week 13.7/22 and a 10.6/19 its second week. ABC, which finished third (14.9/22.8) Tuesday, continued to suffer from a weak 8-9 p.m. comedy lineup of ***Just Our Luck*** (12.2/18) and ***Happy Days*** (12.8/19).

Wednesday, as usual, was ABC's (21.2/33.6). CBS's made-for-TV movie, ***Bill: On His Own*** (16.8/26), left it in second place (15.9/24.3), but not that far ahead of NBC's regular lineup (14.6/22.7), which suffered from a weak performance by ***St. Elsewhere*** (11.1/19).

Life's Most Embarrasing Moments (19.8/28), a one-hour special on ABC, took some of the wind out of the sails of its competition, principally CBS's ***Magnum P.I.*** (22.1/32), but failed to win ABC more than third place for the night (15.3/22.8) behind NBC's regular lineup (17.1/25.4) and CBS's winning lineup (22.4/33.4). On Friday, CBS's series lineup (23.1/36.3) fared even better against, among other things, a two-hour ABC News special, ***JFK*** (12/19), and NBC's TV premiere of the movie, "Caddyshack" (15.5/24).

CBS's repeat of the movie "9 to 5" won its time period Saturday, but a weak lead-in from the repeats of two children's specials (12.9/21) left the network in second place behind ABC's series lineup (16.1/26). NBC's ***Yellow Rose*** (11.8/20) climbed three rating points from its previous week's performance with help from a special lead-in, ***TV Censored Bloopers*** (17.3/27).

On Sunday, CBS's ***60 Minutes*** (27.8/41) had its highest rating so far this season, with help from its lead-in; a prime time NFL football overrun (27.4/43). □

Rank	Show	Network	Rating/Share
1.	60 Minutes	CBS	27.8/41
2.	Dallas	CBS	26.7/41
3.	CBS NFL Football Runover*	CBS	26.1/41
4.	Chiefs, Part 1	CBS	25.1/36
5.	Simon & Simon	CBS	24.9/36
6.	A Team	NBC	24.8/37
7.	TV's Censored Bloopers	NBC	24.0/34
8.	Dynasty	ABC	23.8/35
9.	Falcon Crest	CBS	23.3/38
10.	Magnum, P.I.	CBS	22.1/32
11.	Hotel	ABC	21.3/36
12.	Princess Daisy, Part 2	NBC	21.2/32
13.	AfterMASH	CBS	20.8/29
14.	Knots Landing	CBS	20.3/32
15.	Fall Guy	ABC	19.9/30
16.	Life's Embarrassing Moments	ABC	19.8/28
17.	Two Kinds of Love	CBS	19.2/30
18.	Dukes of Hazzard	CBS	19.2/30
19.	Newhart	CBS	19.2/28
20.	Airplane	NBC	18.9/29
21.	Trapper John, M.D.	CBS	18.7/33
22.	Hill Street Blues	NBC	18.3/29
23.	Benson	ABC	18.2/28
24.	Cheers	NBC	18.1/36
25.	Webster	ABC	17.8/27
26.	TV's Censored Bloopers	NBC	17.3/27
27.	Knight Rider	NBC	17.3/25
28.	We Got It Made	NBC	17.3/23
29.	NFL Monday Night Football	ABC	17.2/29
30.	Facts of Life	NBC	17.2/25
31.	Hart to Hart	ABC	17.1/28
32.	T.J. Hooker	ABC	16.9/27
33.	Bill: On His Own	CBS	16.8/26
34.	Love Boat	ABC	16.5/26
35.	Scarecrow and Mrs. King	CBS	16.5/23
36.	9 to 5	CBS	16.4/27
37.	For Your Eyes Only	ABC	16.3/26
38.	Remington Steele	NBC	16.3/24
39.	Three's Company	ABC	16.3/24
40.	Family Ties	NBC	16.1/24
41.	Hardcastle & McCormick	ABC	16.1/23
42.	Real People	NBC	16.0/24
43.	Gimme A Break	NBC	15.9/23
44.	Caddyshack	NBC	15.5/24
45.	Fantasy Island	ABC	14.9/25
46.	Mama's Family	NBC	14.7/21
47.	Emerald Point N.A.S.	CBS	14.5/23
48.	Diff'rent Strokes	NBC	14.2/23
49.	Whiz Kids	CBS	14.1/21
50.	Ripley's Believe It Or Not	ABC	14.1/21
51.	Oh Madeline!	ABC	14.1/21
52.	20/20	ABC	13.8/22
53.	Mississippi	CBS	13.7/20
54.	Silver Spoons	NBC	13.5/21
55.	Daffy Duck Special	CBS	13.1/21
56.	Happy Days	ABC	12.8/19
57.	Bugs Bunny Special	CBS	12.7/21
58.	That's Incredible	ABC	12.6/18
59.	Just Our Luck	ABC	12.2/18
60.	Trauma Center	ABC	12.2/18
61.	JFK	ABC	12.0/19
62.	Yellow Rose	NBC	11.8/20
63.	Mr. Smith	NBC	11.3/18
64.	St. Elsewhere	NBC	11.1/19
65.	Jennifer Slept Here	NBC	10.6/16
66.	Bay City Blues	NBC	8.5/14
67.	First Camera	NBC	6.5/10

* Rating represents average of game runover plus 4-minute post-game show

Playboy are considering it for late-night time periods, according to Jo Ann Leighton, a sales representative for Silverbach-Lazarus, who said the weekend of Jan. 20 has been targeted for the premiere. Don Silverman, who produced the program's pilot, but has since left Playboy Productions, could be involved in overseeing production of the show, according to Silverbach. □

OPT's 'Sadat' draws middling ratings returns

Executives of Operation Prime Time said last week it is too early to gauge the nationwide response to the two-part, four-hour *Sadat* special, pending ratings returns from more than 100 markets in which *Sadat* appeared.

One official said that on the basis of Nielsen and Arbitron overnights in seven major markets, *Sadat* has rated better than some previous OPT offerings and poorer than others. WPIX(TV) New York, which carries the OPT programing, noted that *Sadat* scored an average cumulative rating of 17.3 for four nights (including two two-hour repeats), which, a spokesman said, "is slightly higher than the 17.1 cumulative average for 22 OPT programs we have carried over the years."

In Los Angeles on KCOP(TV), *Sadat* registered 11.7/18 for Nielsen and a 10.8/16 for Arbitron on the initial showing of part one on Nov. 3, followed by a 7.5/12.2 Nielsen and a 6.6/10.4 Arbitron for part two on Nov. 10. A spokesman said that *Sadat* was competing with *Magnum P.I.* on Thursday night. He observed that *Sadat* seemed to fare more poorly in part two in markets throughout the country but could not offer an explanation.

In Philadelphia, on WPHL-TV, the first showing achieved a 6.2/10 Nielsen and a 4.3/7 Arbitron, followed by a 4.6/7 Nielsen and a 2.5/4 Arbitron for part two. Similarly in Detroit, the presentation scored a 13.1/21 Nielsen, an 8.2/11 Arbitron for part one and a 7.0/11 Nielsen and a 6.6/10 Arbitron for the concluding episode.

In Washingon and the Dallas area the ratings were lower. WDCA-TV Washington managed a 3.9/6 Arbitron for part one and a 4.9/8 for part two, while KTVT(TV) Fort Worth chalked up a 5.0/8 Nielsen and a 5.0/7 Arbitron for part two.

The jury is still out on the ratings success of *Sadat* in San Francisco, where on KTVU(TV) *Sadat* racked up a 13.1/21 on Nielsen and an 11.6/19 on Arbitron during its first showing on Nov. 8. KTVU, like some other independents, schedules two showings of each episode of OPT offerings in prime time and sells the programs on the basis of cumulative ratings.

Alan Bell, vice president and general manager, seemed reasonably pleased with the showing of part one and the repeat program, which scored an 8.6/12 Nielsen, which averages out to an 11 rating. Bell noted that this rating in San Francisco is fairly substantial since many of the network prime-time programs score in the 13-to-19 range there. □

'Parade' goes on, minus Moyers. *American Parade*, a weekly, hour-long news magazine slated to become part of CBS-TV's prime time schedule starting some time next spring, will not get a new co-anchor to replace Bill Moyers, who recently informed CBS News he has decided against filling that assignment. Charles Kuralt, who had been named to co-anchor the show with Moyers, will take over as sole anchor, according to Robert (Shad) Northshield, senior executive producer of the program, and three new producers have been added to beef up the program's staff.

Moyers, who could not be reached last week, is thought to have decided against co-anchoring *American Parade* because he found himself with too many assignments, including reports on the *CBS Evening News* and a planned role in next year's national election coverage. "Bill has been resistant to the magazine format several times in the past," said Northshield, "and when it came time to choose among assignments," co-anchoring a magazine is the one he decided to drop.

Reports that Moyers did not want to be associated with the kind of soft or sensational news typically thought to be the only kind that works in prime time are "nonsense," said Northshield, who noted that neither Kuralt nor Moyers has ever been associated with soft or sensational reporting. Also untrue are reports that segments produced by Moyers for *American Parade* prior to his decision against anchoring the show will be part of the program. Northshield said he has no knowledge of such segments and that Moyers's only role in the program might be production of documentaries that could appear in the *American Parade* time period. Between eight and 12 documentaries are likely to be produced by CBS News for the time period, he said.

Russ Bensley, executive producer of Kuralt's *On the Road* summer replacement series, has joined *American Parade* as executive producer in charge of *On the Road* segments. Joining the program as senior producers are Tom Capra, former vice president and managing editor of the now defunct Satellite News Channel, and Elliot Bernstein, who moves over from a position as producer for *60 Minutes*. Perry Wolff, who has produced documentaries for CBS News for 30 years, has been named executive producer of all hour-long documentaries, including *CBS Reports*, that will air as single subject episodes of *American Parade*.

Study compares white vs. nonwhite television viewing

A special study conducted by the A.C. Nielsen Co. shows that weekly household viewing levels were 35% higher among nonwhites than among whites.

The study covers the period between Dec. 27, 1982, and February 20, 1983. It shows that overall television usage was at the highest level ever for both groups.

Nielsen figures indicate that the highest nonwhite viewing margin was weekday daytime—60% above white viewing, as compared with 38% last year. The smallest disparity between the two groups was in prime time programing, with nonwhites 9% higher than whites.

The Nielsen report shows that whites outviewed nonwhites only among women during prime time. On an hour-by-hour television usage basis, viewing among nonwhites surpassed viewing among all whites except for Monday though Saturday, 9 to 10 p.m. among women. □

Top 25 regular prime time programs among nonwhite households, Jan.-Feb. 1983

Rank NW	Rank W	Program	% Avg. aud. NW	% Avg. aud. W
1.	6	Dynasty *	29.8	21.3
2.	23	A Team*	28.4	18.1
3.	64	Gimme A Break	27.9	13.3
4.	24	Jeffersons † *	27.8	17.9
5.	2	Dallas *	25.6	23.3
5.	8	NFL Monday Night Football*	25.6	20.8
7.	44	Diff'rent Strokes †	25.2	15.5
7.	35	NBC Sunday Night Movie	25.2	17.0
9.	14	ABC Monday Night Movie *	24.9	19.4
10.	9	Falcon Crest *	24.7	20.1
11.	12	Three's Company *	24.4	19.7
12.	17	One Day at a Time *	24.0	18.7
13.	47	Silver Spoons	23.8	15.4
14.	19	Hart to Hart *	23.6	18.5
15.	67	Fame	23.4	12.8
16.	20	Gloria *	23.0	18.3
17.	21	Trapper John, M.D. *	22.8	18.2
18.	1	60 Minutes *	22.7	27.2
19.	40	Facts of Life	22.2	16.0
20.	11	That's Incredible *	22.0	20.0
21.	21	CBS Tuesday Night Movie *	21.8	18.2
22.	16	Hill Street Blues *	21.6	18.9
23.	28	Knots Landing	21.5	17.2
24.	26	9 to 5	21.2	17.8
25.	9	Fall Guy *	21.1	20.1

† Predominantly nonwhite cast * Denotes programs in the top 25 among both groups

For the Record

As compiled by BROADCASTING, Nov. 4 through Nov. 10, and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. app.—application. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. mhz—megahertz. MO&O—memorandum opinion & order. MEA—major environmental action. MP—modification of permit. N—night. PSA—presunrise service authority. RCL—remote control location. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

■ Spanish Fort, Ala.—Alabama Broadcasters seeks 760 khz, 10 kw-D. Address of counsel: James P. Riley, 1225 Conn. Ave, N.W., Suite 400, Washington 20036. Principal is owned by Carl J. Auel and Marvin D. Clapp. Auel is manager of KEBR(FM) Sacramento, Calif. He also has interest in KEWQ(AM) Paradise. Both have interest in KGBA(FM) Holtville, Calif., and, CP's for new AM's at Gonzales, Calif. (call letters KKMC); Royal Palm Beach, and Titusville, both Florida. Clapp is chief engineer at KEBR. Clapp also has interest in eight LPTV app.'s. Filed Oct. 31.

■ Los Angeles—Essence Associates seeks 1330 khz, 5 kw-D, 5 kw-N. Address: 1500 Broadway, New York 10020. Principal is owned by Essence Communications Inc. (80%), BanCap Corp. (10%) and Minority Equity (10%). The latter two provide loans to and hold warrants or minority interests in several group owners. Filed Oct. 31.

■ Pasadena, Calif.—Pasadena Cablevision Corp. seeks 110 khz, 50 kw-D, 10 kw-N. Address: 840 Sierra Madre Blvd., San Marino, Calif. 91108. App. is in conflict with renewal for KRLA(AM). Principal is owned by 14 California investors and headed by Edward J. Flynn, president. Filed Nov. 1.

■ Santa Barbara, Calif.—Erway Broadcasting Corp. seeks 1290 khz, 500 kw-D. Address of counsel: Roger Metzler, 701 Sutter St., San Francisco 94109. Principal is Guy S. Erway who also owns KAYK Pueblo, Colo. Filed Oct. 31.

■ Monument, Colo.—Tri-Lakes Broadcasting seeks 1040 khz, 5 kw-D. Address of counsel: Allan G. Moskowitz, 1120 Conn. Ave., N.W., Washington 20036. Principal is owned by Carolyn Dell Hubbard (51%), and husband, Dan Raymond, (49%). Dan Hubbard is general manager of KDVE(AM) Nederland, Tex. Filed Oct. 31.

■ Monument, Colo.—Guy H. Oakes seeks 1040 khz, 5 kw-D. Address: 754 Smokewood Lane, San Dimas, Calif. 91773. Principal is also applicant for new AM at Eastside, Ore. Filed Oct. 31.

■ Brandon, Fla.—Jerry J. Collins seeks 770 khz, 10 kw-D, 1 kw-N. Address of counsel: James P. Riley, 1225 Conn. Ave., N.W., Suite 400, Washington 20036. Principal and wife own WKKQ-AM-FM Hibbing, Minn. Jerry Collins is also applicant for AM's in Lynn Haven, Pine Island Center and Royal Palm Beach, all Florida (see below). Filed Oct. 31.

■ Callahan, Fla.—North Florida Broadcasters seeks 1190 khz, 10 kw-D. Principals are also applicants for Spanish Ft., Ala. (see above) and Dover, Fla. (see above). Filed Oct. 31.

■ Destin, Fla.—J&K Broadcasters seeks 760 khz, 1 kw-D. Address: 613 S. La Grange Rd., La Grange, Ill. 60525. Principal is equally owned by Patricia A. Kranz and Robert A. Jones, La Grange-based communications consulting engineer. Jones also has majority interest in WJJQ(AM) Tomahawk, WRPQ Baraboo, both Wisconsin, and one-third interest in new AM at Gonzales, Calif. (call letters KKMC), and WRJQ(FM) Tomahawk. He also has negative control in 13 LPTV's and owns one LPTV. Kranz also has interest in three Wisconsin stations. Principal also is applicant for Siesta Key, Fla., and Hollywood, S.C. (see below). Filed Oct. 31.

■ Dover, Fla.—West Florida Broadcasters seeks 1200 khz, 25 kw-D, .25 kw-N. Principals are also applicants for Spanish Ft., Ala., and Callahan, Fla. (see above). Filed Oct. 31.

■ Englewood, Fla.—Jeff Smith seeks 750 khz, 1 kw-D. Address: 543 S. Tomahawk St., Tomahawk, Wis., 54487. Principal has interest in WJJQ(AM)-WRJQ(FM) Tomahawk and WRPQ(AM) Baraboo, both Wisconsin. Filed Oct. 31.

■ Lynn Haven, Fla.—Jerry J. Collins seeks 770 khz, 5 kw-D and 500 w-N. Principal is also applicant for AM's at Brandon, Fla., (see above) and Pine Island Center and Royal Palm Beach, both Fla. (see below). Filed Oct. 31.

■ Marathon, Fla.—Kevin E. Harkins seeks 97.4 mhz. Address: P.O. Box 113, 73 Coral Dr., Key Colony Beach, Fla. 33051. Principal has no other broadcast interests. Filed Oct. 24.

■ Pine Island Center, Fla.—Jerry J. Collins seeks 1200 khz, 10 kw-D, 1 kw-N. Principal is also applicant for AM's at Brandon and Lynn Haven, both Florida (see above) and Royal Palm Beach, Fla. (see below). Filed Oct. 31.

■ Port Saint Lucie, Fla.—Treasure Coast Broadcasting seeks 1190 khz, 2.5 kw-D. Address of counsel: Peter Gutmann, 1176 K St., N.W., Washington 20006. Principal is equally owned by Douglas Leo Peralta, his wife, Valerie Ann, and her brother, Robert Thomas Rowland Jr. None have other broadcast interests. Filed Oct. 31.

■ Royal Palm Beach, Fla.—Jerry J. Collins seeks 1190 khz, 2.5 kw-D, 1 kw-N. Principal also is applicant for AM's at Brandon, Lynn Haven and Pine Island Center, all Florida (see above). Filed Oct. 31.

■ Siesta Key, Fla.—J&K Broadcasters seeks 780 khz, 5 kw-D, 1 kw-N. Principal also is applicant for Destin, Fla. (see above) and Hollywood, S.C. (see below). Filed Oct. 31.

■ Silver Springs, Fla.—Richard H. Rowland seeks 1190 khz, 2.5 kw-D. Address of counsel: Peter Gutmann, 1776 K St., N.W., Washington 20006. Principal is chief operator of WQIK-AM-FM Jacksonville, Fla., which is owned by his parents. Filed Oct. 31.

■ Thonotosassa, Fla.—HFB Ltd. seeks 1200 khz, 10 kw-D, 2.5 kw-N. Address: 983 Jefferson Ave., Buffalo, N.Y. 14204. Principal is owned by Melvin Hoffman (60%), his son, Jeffrey L. (20%). Neither has other broadcast interests. Owner of remaining (20%), Q-Tech Associates, is general partnership of Alfred E. Anscombe, formerly station manager at WKBW-TV Buffalo, and James E. Greeley, Washington communications lawyer. Greeley has interest in applicant for LPTV's in Roanoke and Virginia Beach, both Virginia. Filed Oct. 31.

■ St. Mary's, Ga.—Lois V. Casey seeks 1190 khz, 2.5 kw-D. Address of counsel: Peter Gutmann, 1776 K St., N.W., Washington 20006. Principal owns 80% of permittee of WLKC-FM St. Mary's. Filed Oct. 31.

■ Ennis, Mont.—Big Sky Broadcasters seeks 710 khz, 10 kw-D. Address: P.O. Box 160, McAllister, Mont. 59740. Principal is owned by Scott Shurian, who has no other broadcast interests. Filed Oct. 13.

■ Hollywood, S.C.—J&K Broadcasters seeks 1200 khz, 25 kw-D. Principal also is applicant for Destin, and Siesta Key, both Florida (see above). Filed Oct. 31.

■ Rural Retreat, Va.—Highlands Broadcasting Inc. seeks 660 khz, 250 kw-D. Address: 440 Franklin St., Wytheville, Va. 24382. Principal is equally owned by Ernest F. Wilson and wife, Ruth F., who have no other broadcast interests. Filed Oct. 31.

TV applications

■ Las Vegas—Way of the Cross Nevada seeks ch. 15, ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,166 ft. Address: 1004 Crystal Court, Lexington, Ky. Principal is nonprofit religious group headed by Edward C. Bowlds. It has been granted ch. 62 in Lexington, Ky. but hearing has not yet been terminated. It is also applicant for new TV's at Hutchinson, Kan.; Mobile, Ala.; New Iberia, La., and Ogden, Utah (see below).

■ Ogden, Utah—Way of the Cross of Utah Inc. seeks ch. 9, ERP: 300 kw vis., 30 kw aur., HAAT: 526.3 ft. Principal has also filed for new TV at Las Vegas (see above).

AM actions

■ Limon, Colo.—Robad Broadcasting Co. granted 1120 khz, .25 kw-D. Principal: Robert D. Hawthorne, who has no other broadcast interests. Action Nov. 1.

FM actions

■ Key Largo, Fla.—Key Largo Broadcasters app. returned for 103.9 mhz, 3 kw, HAAT: 197.38 ft. Principal is owned by John Raymond Meyers, who is staff engineer at noncommercial WLRN-FM-TV Miami. Action Oct. 31.

■ *Columbus, Ga./Phenix City, Ala.—Troy State University granted 91.7 mhz, 50 kw, HAAT: 1,000 ft. Principal: Nonprofit educational institution, headed by Dr. Ralph W. Adams, president. It has no other broadcast interests. Action Oct. 31.

■ Falmouth, Mass.—Schooner Broadcasting Inc. granted 100.9 mhz, 3 kw, HAAT: 287 ft. Principals: Edward P. Morris, Brenda M. Westgate (30%) each, Linda R. Baines and Middleton E. O'Malley-Keyes (20% each). Morris is vice president of WCIB(FM) Falmouth, Mass., where Westgate is former account executive. O'Malley-Keyes is announcer at WCIB, and Baines is former account executive. Action Oct. 28.

■ Falmouth, Mass.—Cape Communications app. dismissed for 100.9 mhz, 3 kw, HAAT: 300 ft. Action Oct. 28.

TV actions

Cocoa, Fla.—Glorious Church of God in Christ Inc. granted ch. 18; ERP: 5,012 kw vis., 501 kw aur., HAAT: 460 ft. Principal is headed by Dr. Charles L. Kennedy, pastor. Action Oct. 14.

■ Kailua-Kona, Hawaii—Manulele Broadcasting Inc. app. dismissed for CP on ch. 6, ERP: 45.1 kw vis., 4.51 kw aur., HAAT: 3,182 ft. Action Oct. 18.

■ Salem, Mass.—Seacoast Broadcasting Inc. app. dis-

Summary of broadcasting as of July 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,723	162	4,885
Commercial FM	3,458	422	3,880
Educational FM	1,101	163	1,264
Total Radio	9,282	747	10,029
FM translators	693	403	1096
Commercial VHF TV	536	9	545
Commercial UHF TV	321	191	512
Educational VHF TV	112	5	117
Educational UHF TV	171	20	191
Total TV	1,140	225	1,365
VHF LPTV	168	84	252
UHF LPTV	48	69	117
Total LPTV	216	153	369
VHF translators	2,786	235	3,021
UHF translators	1,825	372	2,197
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.